

Dec. 29, 2004 9:00AM FRISHAUF & PARTNERS

RECEIVED
CENTRAL FAX CENTER

No. 2835 P. 1/43

Appln. No. 09/811,724
Amendment dated December 29, 2004
Reply to Office Action of September 13, 2004

DEC 29 2004

Attorney Docket No. 01145/LH

IN THE UNITED STATES PATENT
AND TRADEMARK OFFICE

Applicant : M. INOUE et al.

Serial No. : 09/811,724

Filed : March 19, 2001

For : SYSTEM AND METHOD FOR
DISTRIBUTING ADVERTISEMENTS
TO A PLURALITY OF USERS BASED
UPON ADVERTISEMENT USER
ATTRIBUTES AND ADVERTISEMENT
PROVIDER ATTRIBUTES (As
Amended)

Art Unit : 2143

Examiner : Alina A. Boutah

Confirm. No.: 9510

Customer No.: 01933

A M E N D M E N T

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

S I R :

This is responsive to the Office Action dated September 13, 2004, the term for response to which is extended by one month by Petition filed concurrently herewith to January 13, 2005.

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 30 of this paper.

12/29/2004 BBONNER 00000015 09811724

01 FC:1201

1600.00 OP